

optical imaging, immunohistochemistry (dot blot, slot blot, quantitative Western blot), molecular diagnostic imaging, ELISA (direct, indirect or competitive), or other suitable method.

34. The method of claim **33**, wherein the immunohistochemistry is: dot blot, slot blot or quantitative Western blot.

35. The method of claim **33**, wherein the ELISA is direct, indirect or competitive.

36. The method of claim **33**, **34** or **35**, wherein said biological sample is selected from: a purified vaccine or in-process supernatant, produced with a platform selected from: eggs, mammalian cells, and plant.

37. A kit for measuring influenza HA comprising: one or more than one antibody as defined in any one of claims **1** to **16**; and a detection reagent for detecting the antibody bound to said influenza HA in a biological sample; a measuring reagent for measuring a level of the detection agent.

38. An isolated or purified antibody or fragment thereof, for the manufacture of a composition for the treatment or prevention of influenza in a subject.

39. An isolated or purified antibody or fragment thereof, for use in the treatment or prevention of influenza in a subject.

40. The method of claim **28**, wherein the subject is a human or an animal.

41. The isolated or purified antibody or fragment thereof of claim **38** or **39**, wherein the subject is a human or an animal.

42. The isolated or purified antibody or fragment thereof, wherein the antibody is selected from:

mAb 9D1 comprising sequences SEQ ID NO. 29 and 30;

mAb 10A9 comprising sequences SEQ ID NO. 31 and 32;

and

mAb 11 H12 comprising sequences SEQ ID NO 33 and 34.

43. The isolated or purified antibody of claim **42**, referred to as mAb 10A9 and defined by SEQ ID NO. 35.

44. The isolated or purified antibody of claim **42**, referred to as mAb 11H12 and defined by SEQ ID NO. 36.

45. A cocktail comprising the antibodies 10A9 and 11H12, as defined in any one of claim **42**, **43** or **44**.

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